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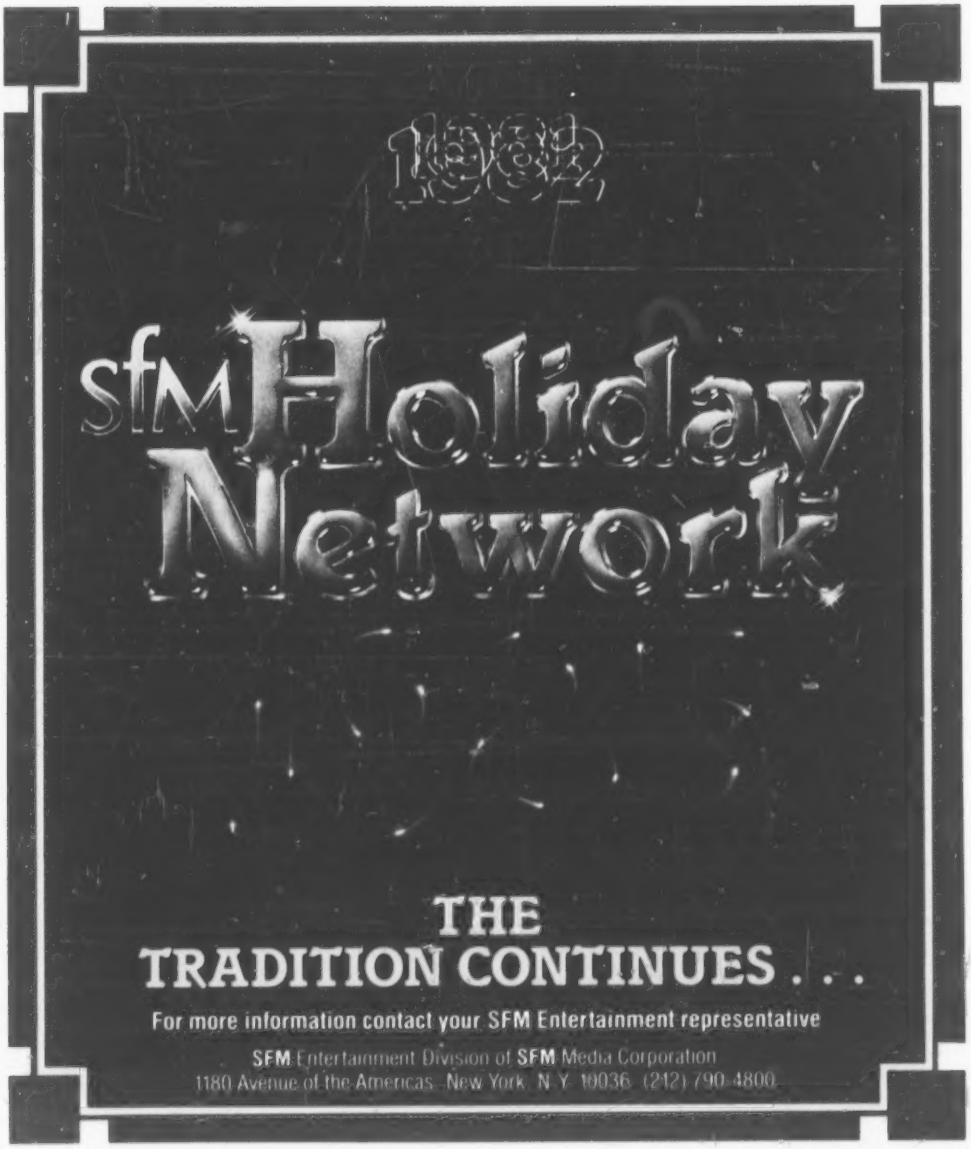
The Fifth Estate

Broadcasting ϟ Jul 23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Vol. 107 No. 4

Broadcasting Jul 23

More coverage from more news organizations at DNC
Cable withdraws support from H.R. 4103
The state of the radio art: 1984

MAIN EVENT □ There was more coverage than ever before from the Democratic national convention. The networks were cutting back, but the gavel-to-gavel coverage from C-SPAN and the Cable News Network, plus the hundreds of reporters from local television and radio stations more than picked up the slack. **PAGE 35.**

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RADIO 1984 □ With spot business beginning to pick up in third quarter, reps see overall yearly increase in activity up 11% to 14%. **PAGE 50.** Network radio growth rate expected to slow from 20% to 15%; Olympics, political season siphoning off ad revenues to television. **PAGE 56.** Contemporary Hit Radio format surging into first place as most popular format. **PAGE 64.** A complete rundown of radio producers and syndicators begins on **PAGES 66-89.**

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THE TOP 100 □ Procter & Gamble again takes crown as top television advertiser for 1983. BROADCASTING's list of TVB's top 100 begins on **PAGE 108.**

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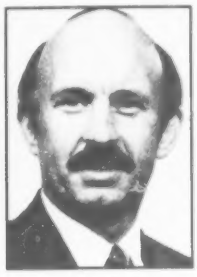
dio and Torbet, said nonwired billings are "flat." A lot of business that was in nonwired a year ago, such as automotive, is not there today, he said. Moore remains optimistic about the third quarter in general, estimating it will finish about 14% ahead, which, he said, takes into account an extra billing week in September. But, he added, business out of New York has been slow all year.

Rich White, executive vice president and general sales manager of Major Market Radio, echoed Moore's remarks about nonwired network business. White suggested that the rep networks seem to be helping the markets below the top 50, which, according to RER, rose 17.8% in spot business for the first five months of the year, compared to 6.5% for the top 10 markets. He agreed that national spot business for the quarter will be up between 13% and 15%. Colombo added that nonwired network expenditures look very active beginning in September.

Moore



White

An industry trend that drew unsolicited comments from station reps was the growth in the syndication business. Newmark voiced the concern that some reps have: "It's not just affecting younger demographics. Syndication, as an overall source of revenue, is probably the fastest growing area of broadcasting or radio. . . I can tell you that most of the younger demographic buys that had traditionally bought spot radio are not buying spot radio any more, they're buying wired and syndication. An example of that might be some of the armed forces, candies and soft drinks. It's not just all of a sudden but overall; the trend seems to have accelerated over the past 12 months."

Kaufman, of CBS/FM, concurred with Newmark: "From a spot standpoint, syndication is my hate this year. Especially in the area of youth, they take away from us. On a weekend, listen to all those countdowns. You have the country's, oldies, the Dick Clark's of the world, and they get advertisers for nothing. The rates are ridiculous. I don't know how they make money, and then some of these things later drop by the sides," Kaufman said. □

Network radio business: climbing to a plateau

Although 20% annual growth rate has been norm, this year may see 15% or lower; Olympics, political conventions taking dollars to TV; executives still see double digit growth

Nineteen eighty-four may be the first year in which network radio falls short of the nearly 20% average growth it has recorded over the past five years. Executives in the business, while careful to add they believe the party is far from over, are estimating that annual revenue growth this year among the major national networks will be more in the 15% range, maybe lower, hovering around 10%.

There is no single cause for the declining growth rate, executives report. Rather, they say, it is a combination of converging factors. Notable among the explanations are the Olympics and political conventions, which are commonly blamed for siphoning advertising dollars out of the network radio marketplace and into television; an absence during the first quarter of advertising dollars from the automotive category; and the added inventory, resulting in lower pricing, which has come from the proliferation of advertiser-supported syndicated radio program services and new networks that have sprung up in the past few years.

Despite those factors—cable is usually conspicuously absent—network radio executives are upbeat about the future of their business and cite their expanding affiliate base as evidence. But network radio sales during the first five months of 1984 were nearly flat compared to the same period a year ago—up only 0.7%. The figures, based on financial information confidentially collected from ABC, CBS, Mutual, NBC, RKO and Sheridan by the accounting firm of Ernst & Whinney, show network radio revenues from January through May totaling $101,412,840, compared to $100,698,162 last year. In 1983, network radio business totaled $253,492,687.

But the Ernst & Whinney report for May showed a sudden jump to $27.5 million, up from $21.6 million for April, and one of the best months for network radio in recent times. According to Art Kriemelman, the president of the Radio Networks Association, who has since joined RKO Radio (see "In Brief"), the second half of 1984 "will be right back in a strong double-digit posture, probably around 15%." As for growth during the full year, Kriemelman matter-of-factly states, "Nothing grows at 20% a year into infinity. There are always growth cycles, and I think the logical part of this growth cycle was for a flattening out to come while the new advertisers and new inventory caught up."

Dick Penn, senior vice president, NBC Radio Networks, said the first quarter was "very difficult," but he characterized the second and third quarters as "exceedingly strong" with double-digit growth. The first quarter was "especially hard on the youth networks," he said, because some advertisers delayed their schedules until the second quarter and others allocated network radio budgets to the Olympics on television. Among those that left network radio to chase the Olympics on television were the beer companies and military services, said Penn.

At present, the three NBC radio networks total 664 affiliates, with the NBC Radio Network leading with 317 affiliates, followed by Talknet with 197 and youth-oriented The Source with 150. Only six weeks ago, Penn said, NBC announced it would begin syndicating through The Source *Sexually Speaking*, a weekly talk and call-in show that focuses on sexual problems, hosted by Dr. Ruth Westheimer and currently airing over NBC-owned WYNY(FM) New York. Penn said thus far 60 stations have signed up for the broadcast.

Penn

McLaughlin

"We'd come off some spectacular growth in past years," reflected Edward F. McLaughlin, president, ABC Radio Networks, "but we didn't see that kind of growth in the fourth quarter of last year . . . certainly not in the first quarter of this year." While McLaughlin believes cable "had some impact on us," he emphasized "the truth of the matter is I think it was time for the networks to plateau to some degree."

Since 1982, ABC has launched three new radio networks—ABC Direction Network, ABC Rock Radio Network and ABC Talkradio—and has introduced several new programing services within each. And ABC is not alone in expanding. Along with the introduction of 24-hour satellite networks there has been a proliferation of syndicated bartered "networks." "What happened is that there have been so many new entries into the business that there has been some fractionalization of total inventory," McLaughlin said. He said the influx of new competition was the reason that network radio didn't see price increases.

In spite of the fractionalization that McLaughlin said has made itself felt in the industry, he reported that ABC "probably had the highest percentage of new business this year that it has ever had." New advertisers in the past year on ABC Radio Networks include American Express Traveler's Checks; Blue Bell/Wrangler Jeans; Dannon Yogurt; E.F. Hutton; Pillsbury/Burger King; Mars (Snickers); Universal Pictures, and Sterling Drug.

Contrary to the first quarter, the second quarter "will be a record quarter," McLaughlin assured, "and I think that will apply to all network radio."

"Any growth we had was in our youth business," said Michael Ewing, vice president and general manager, CBS Radio Network, about the first half of this year. He sees 10% to 12% growth for the industry in 1984. New advertisers have included insur-

ance financial services companies. Ewing also said that Procter & Gamble is getting ready to return to network radio by making a "very substantial" commitment. P&G, he said, has been out of network radio for several years, concentrating on network and spot television and experimenting with cable. If P&G commits, Ewing said it would probably be on CBS's youth-oriented RadioRadio network. Others confirmed P&G's network radio budget plans, one even putting it in the $2-million to $3-million range.

When asked what went wrong in the first quarter of this year, Richard M. Brescia, senior vice president, CBS Radio Networks, said: "Many of the national advertisers were not dealing with the kind of budgets we had hoped." The advertisers who use network radio, he said, were tying into the Olympics and elections in other media, notably television. As a result, when it came to network radio, "a lot of advertisers were able to negotiate some pretty good deals."

He also observed that "automotives were mostly out" for the first part of this year. On the surface that may seem peculiar given Detroit's well publicized comeback this year, but Brescia said the automotive industry could probably afford more television time these days. "When times are tough, radio seems to fit more into their marketing plans."

Bill Hogan, who took over as president of RKO Radio Networks (RKO I and II) last April, is projecting annual growth for network radio to be only 8% to 9% over last year. He observed that the "optimism" that the Olympics and elections originally fueled, as far as network radio is concerned, didn't hold up.

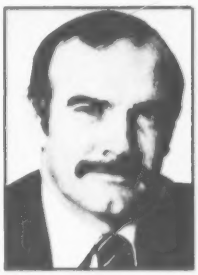
Part of the problem, Hogan suggested, may be the profusion of networks—anywhere from 20 to 35, depending on how they are defined. The networks, more than ever, must scramble for the attention of advertising agencies, he said.

"We're trying to revitalize this network," said Jack Clements, executive vice president and general manager of the Mutual Broadcasting System, of his plans to get Mutual back on its feet. In what he termed an "unusual year for Mutual," Clements outlined a number of changes that have been made at that network since its former president, Marty Rubenstein; its vice president of news, Tom O'Brien, and its senior vice president of corporate services, Jerry Wallace, all departed last spring (BROADCASTING, April 30). Ron Nessen, former press secretary to President Ford, has been hired as vice president for news, and new sales managers have been appointed at all four of Mutual's regional sales offices: New York, Los Angeles, Chicago and Detroit. There has also been some reshuffling of account executives within those offices, Clements reported, "in order to peddle our product in a more professional manner."

Mutual did not escape the poor first quarter the industry suffered, Clements said. The Olympics, Clements explained, "sucked a lot of dollars out of the network radio market." According to Clements, "the advertisers don't add a lot of extra dollars when they have a lot of extra things to do. They simply reapportion the dollars they have."

Ewing

Brescia


Hogan

Clements

In addition, Clements pointed out, "this network in particular suffered financially because of news media reports that we were for sale. . . That hurt us. That cost us dollars."

Coupled with a downward trend in the spring 1983 RADAR 27 report, Mutual's annual revenue growth in fiscal 1984 never reached the 20% its former president was projecting (Mutual's fiscal year ends Aug. 31). In fiscal 1984, Clements said, Mutual was "just slightly ahead" of the previous year.

Clements also mentioned "shoring up our affiliate base" as one of the priorities Mutual has set for itself. "And we are adding names to our network stable," noting that Los Angeles Dodgers manager Tommy Lasorda does baseball commentary for Mutual, and Senators Ted Kennedy (D-Mass.) and Robert Dole (R-Kan.) do a political face-off piece. "And we're looking into other nationally known names."

John Tyler, president of the Dallas-based Satellite Music Network, said SMN is signing up an average of a station per day. "We're seeing more of the top 75 markets move into our kind of service than in the previous two years. It used to be tough getting a major-market station to carry our service, even on an overnight or weekend basis, but in the past year there has been a lot of movement among major-market stations to reduce their overhead."

Since July 1, Tyler said, SMN has picked up affiliates in several major markets, which will program part of their day off the SMN satellite. "That's something you weren't seeing at SMN a year ago. It comes from the recognition that we aren't going to go away."

The 24-hour network, which recently went public, now has 363 affiliates. Another 108 stations have put down a deposit and are under contract to come aboard. SMN currently offers four formats: country (153 affiliates); adult contemporary (131); big band/MOR (63), and its latest addition, "Rock America" (14 with another 20 waiting to sign on the air). "Rock America" is a contemporary hit format launched last Feb. 1.

SMN keeps two minutes per hour for national advertisng, with one-minute spots costing, on average, $500-$600 (30-second units are sold at 80% of the full-minute rates). Except in 19 major markets where SMN compensates the stations that carry it, the rest of the affiliates must pay carriage fees. Tyler said 95% of SMN's affiliates carry the network around the clock. But due to SMN's start-up costs, the network is not making a profit. Tyler said he expects to be in the black by the second quarter of 1985—

A look at where they are in the sky

Highlighted below are major radio networks along with the name of the satellite and transponder they use as well as an affiliate count (in some cases, an approximate number).

Affiliates	*Network*	*Satellite and transponder*
ABC Radio Network *	Satcom I-R, 23	1725 (combined)
Talkradio		
Associated Press Network	Westar III, 1	1125
CNN Radio Network **	Satcom III-R, 14	157
CBS Radio Network	Satcom I-R, 19	850 (combined)
RadioRadio		
Music Country Network ***	Westar III, 1	122
Mutual Broadcasting	Westar IV, 2	850
NBC Radio Network	Satcom I-R, 19	664 (combined)
The Source		
Talknet		
National Public Radio	Westar IV, 2	288
RKO Radio Networks (I and II)	Satcom I-R, 19	575
Satellite Music Network	Satcom III-R, 3	363
Sheridan Broadcasting ****	Satcom IV, 7	115
Transtar Radio Networks *****	Telestar 301, 5	160
	Westar III, 2	
UPI Radio Network	Westar III, 1	750
Wall Street Journal Report	Westar III, 1	80

* Contemporary, Direction, Entertainment, FM, Information and Rock networks.
** Affiliate count includes separate affiliate lists for two weekly programs: *Top 40 USA* and *Top 40 Satellite Survey*. Basic affiliates total 550 for both networks.
*** Co-venture of AP Network and *WSM* Inc. Nashville.
**** 100 of 115 affiliates are receiving programing via satellite.
***** Acult contemporary format is on Westar system; country and "light" contemporary (Format 41) are on Telestar.

about a year behind the original schedule.

At Transtar Radio Networks, another 24-hour satellite-delivered network, President Terry Robinson said 160 affiliates are on the air, with another 47 expected to sign on within the next eight weeks. Transtar, he said, is adding affiliates at the rate of about 25 per month, and by the end of the year, he expects to have 300 contracts, with 250 stations on the air. (There is about a two-month lag between signing an affiliate and going on the air, Robinson explained.) Some 60% of the affiliates carry Transtar's adult comtemporary format, and 40% carry its country format.

Robinson said Transtar, a subsidiary of Sunbelt Communications, a Colorado Springs-based group owner of seven radio stations, is also developing with Viacom a new format called "Format 41," similar to the "light" contemporary sound of Viacom's WLTW(FM) New York. The format will be designed to appeal to listeners with a median age of 41.

Transtar became profitable in June, Robinson reported, later than orginally hoped. Setbacks occurred because of the "seven-figure" cost of developing each format. In 1985, Robinson said, Transtar will expand its Transtar Radio Shows—the program production arm of Transtar Radio Networks. Although Transtar Radio Shows this year will consist principally of three one-time specials, Robinson said next year's plans call for syndicating two weekly shows, one monthly show and four specials.

As is the case with SMN, Robinson said affiliates in the major markets tend to cherry-pick programing, "although the extent of utilization of programing is increasing dramatically." Transtar also compensates its affiliates in the top 25 markets.

"The most significant thing is we are a legitimized form of programing now. We had to do a lot of missionary work to get to this point. And I see the trend continuing," Tyler said.

Among the continuing trends that at least one radio executive wishes would disappear is the skittishness on Madison Avenue toward black-formatted radio. Glen Mahone, president of the Sheridan Broadcasting Network, said that among advertisers, "if there's been any progress it has been a gradual erosion of the traditional myopia" that the black market is not a big-spending consumer market. "The minority-base buying power is the

Mahone

Pates

sixth or seventh largest buying market in the world. It's becoming better, but I think the ultimate equality of ethnic radio is still a ways off."

As an example, Mahone said in 1983 Sheridan had 8% of the network audience, but only 2% of total network revenue.

Mahone pointed out that according to RADAR, Sheridan had an average cume audience of 4.2 million adults, 18-34, per week. Among that group, 44% attended or graduated from college; 16% were in professional or managerial positions; 28% had an annual income of $30,000 or more; 70% lived in the top 25 metro areas; 42% lived in households of three or more; 55% do not watch TV in the daytime; 37% do not watch early fringe, and 32% rarely watch in the evening. "That certainly belies the fact that black people don't have any money," Mahone said.

Sheridan's future includes a plan to "supplement our affiliates with things they want but are not inclined to do themselves," said Mahone. On the drawing board are a gospel show and a jazz show, although the latter, Mahone laments, is "one format everybody loves but advertisers won't buy."

The Wall Street Journal Report, a radio news service of Dow Jones & Co. (publisher of *The Wall Street Journal* and *Barron's*), now reaches 80 affiliates in the top 50 markets and affluent secondary markets, reported Robert Rush, director of broadcast services for Dow Jones. *The Wall Street Journal Report* is fed 18 times per day, three minutes per feed, from 5:50 a.m. to 5:50 p.m. There is also a 4:20 p.m. stock market final. Affiliates must clear six minutes of barter advertising per day. "Almost all of our advertisers are *Wall Street Journal* advertisers," said Rush. (The radio service is not an add-on; it is sold separately from the *Journal*.)

According to Rush, advertising revenues at *The Wall Street Journal Report* are ahead of industry averages. He reports that sales in the first and second quarters are about 12% ahead of the first six months of last year, although "the first quarter was difficult."

Some of the advertisers on *The Wall Street Journal Report* are unlikely to appear on other radio networks: Dictaphone, Rolls Royce, Executone (a telecommunications company), to name a few. Rush said a 60-second spot usually begins at $3,900 before discounting, and that an open rate for a week's sponsorship (one minute per day or a total of five minutes per week) runs $19,500.

Bob Pates, vice president of CNN Radio, said it now has 162 affiliates, double last year's figure. CNN Radio begins the day with an hour of news at 5 a.m.-6 a.m., before switching over to eight-and-one-half minutes of news at the hour and half-hour. A 90-second block of advertising makes the CNN Radio portion 10 minutes twice an hour. The 40-minute balance is the audio from CNN Headline News.

CNN Radio last week began syndicating 90-second features that include short reports on health, money, sports and education. The barter package consists of eight 90-second reports per week coupled with a 60-second spot. It will be distributed only in the top 50 markets. "We'll see what kind of return we'll get," said Pates. In the future, Pates indicated, CNN Radio will be looking to expand its syndicated programs, probably focusing on business and financial reports (38% of CNN Radio's affiliates are news/talk stations). "Syndication is going to be a very big part of our company," Pates predicted.

The UPI Radio Network has a count of 526 affiliates—750 if AM and FM stations are listed separately. UPI Radio Network also serves CNN, RKO, NBN and a variety of state networks. A four-and-one-half-minute newscast is fed on the hour, and a two-minute newscast on the half-hour. A business report goes out at 10:45 a.m. and 4:45 p.m., with a closing stock market report at 5:06 p.m.

The AP Network News—formerly Associated Press Radio Network—still claims about 1,100 affiliates. Over the past year it has added two newscasts on top of its regular hourly five-minute report. The first, *AP News Minute*, feeds at 58 minutes after the hour. The second, *AP Newswatch*, goes out at 30 minutes past the hour. "The idea was to create more variety for our affiliates," explained Pat Hazen, director of station services. "These reports are much more upbeat compared to our regular five-minute newscast."

Additionally, AP, in conjunction with WSM Inc., Nashville, airs the Music Country Network, an eight-hour overnight programing service transmitted nightly from Nashville via satellite beginning at 10 p.m. (NYT). The network, now in its third year, has grown to 122 affiliates. □

Blips on the RADAR

The top rated radio network among persons, 12 years and older, is ABC's Entertainment Network, which has an average audience estimate of 1,581,000 listeners per commercial, Monday through Sunday, 6 a.m. to midnight, according to the new spring 1984 RADAR 29 (Vol. 2) ratings report released last week by Westfield, N.J.-based Statistical Research Inc.

Rounding out the top five networks in the 12-plus category are: ABC Information (1,560,000 listeners), NBC Radio Network (1,536,000), RKO I (1,517,000) and CBS Radio Network (1,360,000).

As for the five most listened-to networks among persons, 18 years and older, ABC Entertainment again was on top, posting 1,534,000 listeners per commercial. Following ABC Entertainment was ABC Information (1,507,000), NBC Radio Network (1,473,000), CBS Radio Network (1,352,000) and RKO I (1,280,000).

The new RADAR report also marks the first time NBC Talknet, Satellite Music Network and Transtar Radio Networks have been measured (for complete story, see "Top of the Week").

slot."

Burell gave the much-promoted *V* on NBC at 8 to 9 p.m. on Friday only a "fair" mark. He warned that NBC's strategy to repeat the original mini-series from August through October—holding off introducing new one-hour episodes until after the World Series—runs the risk of allowing viewers to get hooked to new season shows on the other two networks. □

MCA announces new division

MCA-TV has formed a new division called Encore Programs to distribute many MCA-TV programs not currently in syndication. The new division will include a "full spectrum of programing," including half-hours, hours and 90-minute series of action/adventure, situation comedies, suspense drama, science-fiction, horror and westerns.

The division was established, said MCA President Don Menchel, because of marketplace developments. Specifically, said Menchel, stations had inquired about programing in MCA-TV's library that has, until now, been unavailable. Another factor, said Menchel, was the increasing number of new independent stations needing programing.

Encore Programs will be headed by Shelly Schwab, senior vice president, marketing, MCA-TV. He will retain responsibilities as head of MCA-TV's barter and first-run syndication departments.

Encore Programs will be sold only on a cash basis. The first release will be a package of 87 off-network hours never released into syndication, called "5 Star Mystery." The package includes *Delvecchio*, starring Judd Hirsch (20 hours); *Ellery Queen*, starring Jim Hutton (22 hours); *Mrs. Columbo*, starring Kate Mulgrew (14 hours); *O'Hara, U.S. Treasury*, starring David Janssen, and *City of Angels*, starring Wayne Rogers.

Other Encore series are *Rich Man, Poor Man* (12 hours); *Rich Man, Poor Man: Book II** (22 hours); *The Bold Ones* (98 hours); *Bachelor Father* (175 half-hours); *Night Gallery* (97 half-hours); *Name of the Game* (76 90-minute episodes); *Ironside* (198 hours); *Run For Your Life* (85 hours); *Love That Bob* (173 half-hours); *Mickey Spillane's Mike Hammer* (78 half-hours); *The Deputy* (76 half-hours); *It Takes A Thief* (65 hours); *Thriller* (65 hours), and *Men From Shiloh** (23 90-minute episodes).

In addition, Encore's line-up includes "Best Sellers I" ("Captains & Kings," "Once An Eagle," "The Rhinemann Exchange" and "Seventh Avenue") and "Best Sellers II" ("79 Park Avenue," "Aspen," "Wheels," "Loose Change," "Dark Secret of Harvest Home" and seven "Dead End Kids'" movies. Asterisks above denote first time in syndication. □

All-star baseball game pushes ABC into first

Powered by a rare Tuesday night victory due to carriage of the major league All Star baseball game, ABC won the prime time ratings for the week ended July 15. According to Nielsen, ABC won with an average 11.8 rating and 23 share compared to 11.3/22 for CBS and an 11.1/22 for NBC.

The All Star game, which averaged 20.1/35, was the second ranked show of the week, the *Miss Universe Pageant*, on CBS (Monday, 9-11 p.m.), was the top ranked show, averaging a 21.2/36. ABC won Tuesday, Wednesday and Saturday; CBS took Monday and Sunday and tied with NBC on Friday. NBC won Thursday.

The combined network rating/share was 34.2/67, compared to 36.9/71.2 for the same period a year ago, representing a drop of 2,075,100 households. Last year CBS carried the *Miss Universe Pageant* and scored a 22.6/38, over one full rating point better than ABC's broadcast this year.

ABC's Tuesday win with an average of 19.6/34.7 was the highest nightly average achieved by any network for the week. CBS had the second highest nightly average for Monday night, 18/32.1. CBS and NBC each had four of the top 10 shows of the week while ABC had two.

Forty-two of the 61 prime time shows in the week were repeats, and 10 of the 19 first-run shows were specials.

Highlights of the week, night by night:

■ ABC was in third place for the fifth consecutive Monday, this time held down by a made-for-TV movie, "Concrete Beat." Although CBS won the night, NBC led in the 8 to 9 p.m. period with a repeat of *Television Bloopers and Practical Jokes*, which averaged a 25 share compared to CBS's 23 share for *Scarecrow & Mrs. King* opposite it. A repeat of the second part of "The Executioner's Song," (9-11 p.m.) on NBC averaged a 10.8/18 compared to a 24/36 for its premiere broadcast on Nov. 29, 1982.

■ NBC pulled up into second place behind ABC with repeats of its regular line up, while CBS's 1983 made-for-TV movie, "Will There Really Be A Morning?," averaged a 9.8/17 and delivered that network into third place for the night.

■ ABC won Wednesday night with a 1982 made-for-TV movie, "Money On The Side," and buttressed by a superior lead-in from *The Fall Guy*. NBC placed second with its regular lineup, while the new CBS News summer series, *Crossroads*, and a 1980 made-for-TV movie, "Angel City," delivered CBS in third place with an average 9.8 rating for the night.

■ On Thursday, NBC had its only clear win for the week, averaging a 12.3/24.2 with repeats of its regular schedule. CBS pulled into second and dominated the 8 to 9 p.m. period with a repeat of *Magnum, P.I.*

■ CBS and NBC tied Friday night with an average 10.6/22.3. The two networks were neck and neck all night, with CBS's *Dukes of Hazzard* and NBC's *Master* each pulling 23 shares at 8 p.m., and then *Dallas* and *Falcon Crest* on CBS and the 1980 Canadian theatrical "The Changeling" all tying with a 22 share. Baseball on ABC averaged 8.2/17, its lowest weeknight prime rating this summer.

■ Saturday saw ABC the winner, never falling below a 26 share, with repeats of its regular schedule. NBC was second with an average 16.5 share, while CBS came in third with an average 14.7 share.

■ Sunday night CBS won with an average 26 share. NBC came in second averaging a 22.6 share and ABC third with an 18.8 share. NBC News's *Summer Sunday U.S.A.* scored a 3.2/7, the lowest rated program of the week.

Rank	Show	Network	Rating/Share
43	Knots Landing	CBS	9.4/18
44	It Takes Two	NBC	8.9/16
45	Alaska City	CBS	8.8/16
46	Different Strokes	NBC	8.6/21
47	Lottery	ABC	8.6/16
48	Silver Spoons	NBC	8.4/20
49	ABC Friday Night Baseball	ABC	8.2/17
50	How to Pick Mother	CBS	8.1/17
51	Scarecrow & Mrs. King	CBS	8.1/17
52	Ripley's Believe It Or Not	ABC	7.9/16
53	Mama's Family	NBC	7.9/17
54	Friday Night Beer Drinkers	ABC	7.0/16
55	Happy Days	ABC	6.8/16
56	Bonanza	NBC	6.6/14
57	People are Funny	NBC	6.6/14
58	Fall Guy	ABC	6.5/11
59	Summer	CBS	4.4/10
60	Santa Maria	CBS	3.6/9
61	Summer Sunday USA	NBC	3.2/7

*Indicates previously episode

revenues from products introduced during the past two years.

During a press briefing, Ampex Executive Vice President Charles Steinberg disclosed that the company intends to "gradually" move into CCD (charged coupling device) video technology and acknowledged that Ampex "blew it" several years ago when it chose to ignore the emergence of three-quarter-inch ENG technology. "We just didn't think that ENG would take off the way it did," conceded Steinberg. □

Time's Video Group reports earnings slide

Group's profits are off 3%, due primarily to problems in pay TV

The uninterrupted expansion of profits from Time Inc.'s Video Group has paused. The improvement in earnings from the group's MSO, American Television and Communications, was not strong enough to offset lower earnings from the pay channels, HBO and Cinemax. As a result, the group's second-quarter operating profits (before interest income and expense, sale of property, taxes and other items) declined 3% from the second quarter a year ago. Operating income for the Video Group of $52.9 million represented 42% of Time's second-quarter total of $126.1 million. Revenue for the group increased 18% to $312.8 million, or 41% of the company total of $771.5 million.

The Video Group also comprises the company's one-third interest in the not-yet-profitable USA Network, and Time-Life Video, which produces training films. However, the overwhelming portion of the group's revenue comes from ATC, HBO and Cinemax. The company's Monday announcement did not go into detail about the results but said that ATC "improved its profits for the period," while results from HBO and Cinemax were affected by "continued slower subscriber growth and higher programing costs."

The litany of problems facing the pay industry did not escape the Video Group: competition with VCR's, slower-than-hoped-for system building, high costs for movie studio product and continued problems with subscriber churn, among others. In addition, HBO and Cinemax face a seemingly stronger challenge from a recently restructured Showtime/The Movie Channel. Still the Video Group had reported a 13% increase in operating profit for the first quarter on a 23% revenue increase. In addition, the group was not incurring any expense this year from its now-discontinued teletext experiment, although a company spokesman said he did not think those numbers were significant.

What happened in the second quarter? Costs continued to increase but revenue growth slowed. It is possible that a drop in subscriber growth occurred relatively quickly. By comparison, officials at Showtime have said that channel's subscription growth showed a marked deterioration in May. Another explanation was offered by one industry observer who said that the efforts to increase the 2.7-million subscriber base of Cinemax has hurt the Video Group: "With the new realism operators are paring down the number of pay services they are packaging. That's why getting into that second position makes all the difference... You have to back it up with programing that performs. The result was that in May, there were all these programing enhancements for Cinemax: over 40% more titles per month and a commitment to expand original programing. That beefing up costs a lot of bucks."

Time Inc.'s overall 27% increase in operating profit was due to the Magazine Group, which registered a 74% increase over last year's second quarter. On the non-operating side, the company's 10% increase in net income was helped by interest income from cash it received when it spun off its forest products division. □

Procter & Gamble remains top advertiser

Procter & Gamble, television's perennial largest advertiser, has again led the list of the Television Bureau of Advertising compilation of the top TV advertisers in 1983 with estimated expenditures of $595.9 million.

The listing is included in the bureau's 27th annual edition of TvBasics. The brochure also lists the top 40 local TV advertising categories; data on television households and TV viewership, and ranking of advertising agencies by TV usage.

Listed below are the top 100 television advertisers for the year 1983 and the year before comparable numbers. Figures given are for national/regional/local spot and network television.

		1982			*1983*		
		Spot TV	*Network TV*	*Total TV*	*Spot TV*	*Network TV*	*Total TV*
1.	Procter & Gamble	$179,473,800	$397,418,000	$576,891,800	$229,251,800	$366,663,100	$595,914,900
2.	General Foods	70,802,500	232,349,400	303,151,900	73,018,400	170,064,500	243,082,900
3.	General Motors	27,241,300	164,261,500	191,502,800	25,672,200	201,350,400	227,022,600
4.	General Mills	107,682,600	93,628,500	201,311,100	112,981,700	100,250,300	213,232,000
5.	Ford	22,682,400	128,885,400	151,487,800	38,130,300	172,308,100	210,438,400
6.	Pepsico	88,030,700	75,857,800	163,888,500	121,862,700	73,955,200	195,817,900
7.	American Home Products Corp.	36,682,900	160,767,200	197,450,100	31,896,800	161,442,200	193,339,000
8.	AT&T	66,092,500	95,086,200	161,178,700	40,497,900	146,603,800	187,101,700
9.	McDonald's	94,148,400	59,875,900	154,024,300	105,024,400	80,930,900	185,955,300
10.	Philip Morris	34,762,400	110,786,800	145,549,200	50,368,900	128,226,100	178,635,000
11.	Anheuser-Busch	47,449,600	95,676,500	143,126,100	60,196,800	116,661,300	176,858,100
12.	Sears Roebuck & Co.	17,529,400	102,563,800	120,093,200	29,315,100	145,006,800	174,321,900
13.	Coca Cola	59,283,200	85,673,100	144,956,300	72,036,400	95,888,700	167,925,100
14.	Lever Brothers	43,761,500	111,811,700	155,573,200	55,791,500	110,302,600	166,094,100
15.	Johnson & Johnson	7,180,400	121,845,300	129,025,700	9,194,800	131,265,900	140,460,700
16.	Pillsbury	44,176,400	72,942,000	117,118,400	60,825,000	74,336,900	135,161,900
17.	Bristol-Myers	12,590,900	105,600,600	118,191,500	10,066,560	120,974,300	131,040,800
18.	Ralston Purina	23,066,900	82,570,700	105,637,600	35,863,700	94,438,500	130,302,200
19.	Dart & Kraft	64,275,700	61,743,600	126,019,300	42,572,600	87,414,800	129,987,400
20.	Warner-Lambert	32,818,800	80,900,800	113,719,600	39,229,800	74,655,100	113,884,900
21.	Warner Communications	28,241,800	79,177,200	107,419,000	27,438,500	84,259,800	111,698,300
22.	R.J. Reynolds	47,758,100	56,862,700	104,620,800	39,640,500	69,939,600	109,580,100
23.	Esmark	23,972,000	86,845,600	110,817,600	20,434,200	88,153,000	108,587,200
24.	Kellogg	30,053,500	61,010,200	91,063,700	34,130,800	72,970,300	107,101,100
25.	Sterling Drug	15,905,000	66,383,700	82,288,700	23,930,900	82,682,300	106,613,200
26.	Chrysler Corp.	25,660,500	68,129,500	93,880,000	20,222,500	84,193,700	104,416,200
27.	Nabisco Brands	19,939,200	66,578,800	86,518,000	21,997,400	81,986,500	103,983,900
28.	Mars Inc.	46,506,200	49,603,100	96,109,300	44,332,300	52,101,500	96,433,800
29.	Colgate Palmolive	23,877,200	59,653,900	83,531,100	29,596,100	59,915,100	89,511,200
30.	Gillette	8,632,500	74,025,400	82,657,900	11,347,000	75,317,900	86,664,900

		1982			1983		
		Spot TV	Network TV	Total TV	Spot TV	Network TV	Total TV
31.	Beecham Group	5,009,100	66,725,100	71,734,200	7,000,100	78,806,600	85,806,700
32.	Campbell Soup	17,436,200	40,733,800	58,170,000	21,510,300	63,057,900	84,568,200
33.	Nestle	28,556,300	49,105,100	77,661,400	32,941,800	47,241,200	80,183,000
34.	Richardson-Vicks	13,775,800	48,475,600	62,251,400	20,928,400	59,139,100	80,067,500
35.	Nissan Motor Corp.	35,289,100	23,548,100	58,837,200	43,118,900	33,602,900	76,719,800
36.	Wm. Wrigley Jr.	16,669,300	47,515,300	64,184,600	17,618,500	56,145,200	73,763,700
37.	Consolidated Foods	17,907,100	55,107,900	73,015,000	15,083,300	56,145,200	71,228,500
38.	Quaker Oats	21,213,000	34,483,500	55,696,500	21,513,100	47,980,300	69,493,400
39.	Mattel	19,152,900	60,810,000	79,962,900	15,860,100	52,074,700	67,934,800
40.	H.J. Heinz	22,631,800	45,916,000	68,547,800	17,608,600	47,863,700	65,472,300
41.	Toyota	44,792,000	21,244,000	66,036,000	42,505,600	22,852,500	65,358,100
42.	Eastman Kodak	5,844,000	63,267,000	69,111,000	8,649,200	56,453,800	65,103,000
43.	Revlon	15,703,300	33,913,200	49,616,500	15,602,200	47,100,800	62,703,000
44.	IBM	4,342,500	29,700,200	34,042,700	5,843,100	52,644,100	58,487,200
45.	American Motors	15,629,100	26,024,300	41,653,400	7,430,000	50,972,300	58,402,300
46.	Chesebrough Ponds	5,104,500	46,051,100	51,155,600	10,647,300	42,994,800	53,642,100
47.	Honda	8,864,000	29,887,400	38,751,400	10,807,000	41,613,600	52,420,600
48.	Stroh Brewery	20,733,800	9,403,900	30,137,700	14,304,100	37,774,200	52,078,300
49.	Clorox	7,316,800	47,359,400	54,676,200	10,149,100	41,415,900	51,565,000
50.	JC Penney	16,531,200	23,790,500	40,321,700	18,150,600	31,857,700	50,008,300
51.	Wendy's	18,035,100	13,817,300	31,852,400	31,224,200	18,683,400	49,907,600
52.	S.C. Johnson & Son	8,891,200	34,266,500	43,157,700	6,020,400	40,716,500	46,736,900
53.	Noxell	3,772,400	31,527,600	35,300,000	2,934,300	42,807,300	45,741,600
54.	Gulf + Western	21,189,800	24,322,200	45,512,000	21,701,200	23,345,500	45,046,700
55.	Bayer A.G.	4,660,300	35,219,700	39,880,000	5,906,700	39,003,200	44,909,900
56.	Union Carbide	4,017,000	40,914,300	44,931,300	4,419,400	40,010,600	44,430,000
57.	General Electric	3,266,900	28,966,600	32,233,500	5,004,800	39,158,000	44,162,800
58.	Hershey Foods	13,901,000	25,536,200	39,427,300	15,497,900	28,647,300	44,145,200
59.	American Cyanamid	8,788,400	36,839,800	45,628,200	8,667,500	35,251,800	43,919,300
60.	Coleco Industries	14,180,800	10,920,500	25,101,300	14,331,500	29,504,700	43,836,200
61.	Schering-Plough Corp.	5,159,800	42,947,900	48,107,700	5,438,300	37,862,900	43,301,200
62.	Kimberly Clark	10,830,000	28,787,500	39,617,500	12,308,400	30,682,500	42,990,900
63.	Volkswagenwerk A.G.	17,156,500	23,028,200	40,184,700	16,920,600	22,177,800	39,098,400
64.	IC Industries	15,071,400	11,998,600	27,070,000	20,971,200	17,714,000	38,685,200
65.	GTE Corp.	16,604,500	5,339,700	21,944,200	32,443,800	6,081,600	38,525,400
66.	CPC International	13,542,300	23,468,500	37,010,800	15,544,700	21,668,600	37,213,300
67.	Pfizer	1,499,400	32,486,600	33,986,000	2,859,700	34,009,000	36,868,700
68.	Time Inc.	31,627,100	10,861,900	42,489,000	31,278,800	5,012,800	36,291,600
69.	American Express	15,072,500	24,253,400	39,325,900	13,650,800	22,417,100	36,067,900
70.	ITT	30,971,500	16,659,100	47,630,600	26,022,100	9,875,000	35,897,100
71.	Texas Instruments*	—	13,283,300	13,283,300	17,808,400	18,080,200	35,888,600
72.	Beatrice Foods	20,520,100	3,441,200	23,961,300	26,386,300	9,452,000	35,838,300
73.	TCF Holdings	9,618,300	22,771,100	32,389,400	10,712,600	24,266,300	34,978,900
74.	Morton Thiokol	5,837,900	19,601,000	25,438,900	7,940,800	26,719,100	34,659,900
75.	RCA	8,805,200	19,126,500	27,931,700	10,357,400	24,273,200	34,630,600
76.	Goodyear Tire & Rubber	11,679,800	15,290,700	26,970,500	11,654,700	22,632,700	34,287,400
77.	K Mart	8,176,100	32,469,800	40,645,900	10,197,700	23,539,300	33,737,000
78.	Canon U.S.A.	6,103,900	21,618,100	27,722,000	7,439,300	26,295,000	33,734,300
79.	Milton Bradley	16,919,100	9,224,800	26,143,900	21,915,100	11,446,100	33,361,200
80.	U.S. Armed Forces	6,600	26,600,300	26,606,900	25,200	32,887,500	32,912,700
81.	Tandy Corp.*	13,725,100	4,554,100	18,279,200	27,715,800	4,237,500	31,953,300
82.	UAL Inc.	25,824,900	13,792,800	39,617,700	23,539,200	8,162,500	31,701,700
83.	E. & J. Gallo Winery	4,474,500	26,411,600	30,886,100	2,836,600	28,798,300	31,634,900
84.	Thompson Medical Co.	9,793,200	429,900	10,223,100	25,685,500	5,501,400	31,186,900
85.	MCI Communications*	—	21,096,200	21,096,200	1,710,900	29,258,900	30,969,800
86.	Carnation	8,992,200	15,746,800	24,739,000	6,278,100	23,991,700	30,269,800
87.	AMR	10,835,900	12,288,800	23,124,700	12,325,900	17,707,100	30,033,000
88.	Adolph Coors	7,069,400	14,320,500	21,389,900	9,746,300	20,035,600	29,781,900
89.	A.H. Robins	22,484,900	1,540,100	24,025,000	26,316,300	3,234,700	29,551,000
90.	Toyo Kogyo	10,736,800	26,709,700	37,446,500	2,270,800	27,175,900	29,446,700
91.	Royal Crown Cos.	23,420,700	4,801,900	28,222,600	22,603,900	6,270,400	28,874,300
92.	MCA Inc.	9,505,400	20,467,000	29,972,400	12,777,900	16,067,700	28,845,600
93.	Mobil	20,489,900	9,808,000	30,297,900	20,781,200	7,170,400	27,951,600
94.	Cosmair	4,097,500	17,430,000	21,527,500	4,707,300	23,084,600	27,791,900
95.	Commodore International*	8,306,100	5,815,000	14,121,100	26,632,800	806,300	27,439,100
96.	Levi Strauss & Co.	5,700,100	7,065,000	12,765,100	21,621,300	5,366,900	26,988,200
97.	Polaroid	752,700	31,036,600	31,789,300	999,500	25,855,600	26,855,100
98.	G.D. Searle & Co.*	6,738,300	6,144,500	12,882,800	20,257,300	6,553,800	26,811,100
99.	Greyhound	6,290,800	30,587,800	36,878,600	6,639,600	19,750,300	26,389,900
100.	Pabst Brewing	19,567,700	6,152,400	25,720,100	10,475,300	15,407,300	25,882,600

* New to the Top 100 in 1983

Source: Television Bureau of Advertising from Broadcast Advertisers Reports

Geismar, chairman, and Fred E. Walker, president. It also owns Oklahoma News Network, statewide radio network with 47 affiliates. Buyer is publicly traded, San Antonio, Tex.-based station group with three AM's and four FM's. It is headed by L. Lowry Mays, president. Broadstreet will operate as subsidiary of buyer. Filed July 6.

■ KHCR-FM Paauilo, Hawaii—Seeks assignment of license from Hamakua Broadcasting to Hamakua Broadcasting Corp. for $3,500 cash. Seller is owned by Jack N. Wheeler, who has no other broadcast interests. Buyer is owned by Hugh R. Paul, and his wife, Sandra (48.99% jointly), Joe Brinig, and his wife, Margaret (48.99% jointly) and two others. Paul's daughter, Christine, is app. for new FM in Burns, Ore. Brinig is Washington communications attorney. They have no other broadcast interests. Filed July 10.

■ KMFE(AM) Emmett, Idaho (101.7 mhz; 790 w; HAAT: 500 ft.)—Seeks assignment of license from Emmett Valley Broadcasters Inc. to Radio Broadcasting Inc. for $160,000, comprising $75,000 cash and remainder note. Seller is principally owned by Floyd D. Brown and his wife, Evelyn. They have no other broadcast interests. Buyer is owned by Steve Sumner (85.5%); his wife, Jorene (4.5%), and Samuel L. Miller, and his wife, Rose (10%). Sumner and Millers own KKIC(AM) Boise, Idaho. Miller's son, Jerrold, has interest in KLKT(FM) Incline Village, Nev.; WHRF(AM) Bel Air, Md., and WRFD(AM) Columbus, Ohio. Filed July 6.

■ WMRZ(AM) Moline, Ill. (1230 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Mid-America Media to Mississippi Valley Broadcasting Inc. for $400,000 cash. Seller is Kankakee, Ill.-based station group with five AM's and four FM's. It is headed by Reva H. Small, president. Buyer is equally owned by Scott R. McQueen, Randall Odeneal and Theodore E. Nixon. They also own WLNH-AM-FM Laconia, N.H.; WTMA(AM)-WSSX(FM) Charleston, S.C.; WLLR-FM East Moline, Ill., and KFKF-AM-FM Kansas City, Mo. Filed July 6.

■ WNDZ(AM) [CP] Portage, Ind.—Seeks assignment of license from Explorer Communications Inc. to KPPC Radio Inc. for $49,932, comprising $5,000 cash and remainder note. Seller is principally owned by James F. Hoffman, who has no other broadcast interests. Buyer is principally owned by Abraham L. Warshaw, and his brothers, Ira and Jeffrey. Their parents, Howard and Miriam Warshaw, and their uncle, Marvin B. Kosofsky, also own WVVX(FM) Highland Park, Ill.; KEST(AM) San Francisco; KMAX(FM) Arcadia, Calif.; KUXL(AM) Golden Valley, Minn.; WARO(AM) Canonsburg, Pa.; WYLO(AM) Jackson, Wis., WTHE(AM) Mineola, N.Y.; KCNW(AM) Fairway, Kan.; WCBW(FM) Columbia, Ill.; WGRT(FM) Danville, Ind., and KTEK-(AM) Alvin, Tex. Filed July 10.

■ KSWM(AM)-KELE(FM) Aurora, Mo. (AM: 940 khz; 500 w-D; FM: 100.1 mhz; 2.7 kw HAAT: 202 ft.)—Seeks assignment of license from KSWM-KELE Broadcasting Corp. to Dale Hendrix and John Mitchell for $332,500 cash. Seller is owned by Galen O. Gilbert, who also owns three AM's and four FM's. Mitchell owns Mitchell & Associates, Shreveport, La.-based media broker. He also owns KNES(FM) Fairfield, Tex. Hendrix was formerly general manager of WALR(FM) Union City, Tenn., and will be general manager of acquisitions. Filed July 6.

■ KNAA-FM Sparks, Nev. (100.9 mhz; 300 w)—Seeks assignment of license from Beck Enterprises Inc. to Jonsson Communications Corp. for $250,000 cash. Seller is owned by Elmo Legg and Donald S. Beck, who have no other broadcast interests. Buyer is owned by Kenneth A. Jonsson and his family. They also own KENZ(AM)-KROY(FM) Sacramento, Calif.; KROI(FM) Manteca, Calif., and KORY(AM) Sparks, Nev. Filed July 9.

■ WUTV(TV) Buffalo, N.Y. (ch. 29; ERP vis. 1,050 kw, aur. 105 kw; HAAT: 920 ft.; ant. height above ground: 959 ft.)—Seeks assignment of license from Whitehaven Entertainment Corp. to Citadel Communications for $15.2 million. Seller is owned by Herman Pease, who has no other broadcast interests. Buyer is owned by Phillip J. Lombardo, former head of Corinthian station group (now owned by A.H. Belo of Dallas), who also owns WVNY(TV) Burlington, Vt. Filed July 11.

■ WNYR(AM)-WEZO(FM) Rochester, N.Y. (AM: 990 khz; 1 kw-D; 250 w-N; FM: 101.3 mhz; 27 kw; HAAT: 640 ft.)—Seeks assignment of license from Malrite Communications Group Inc. to Grace Broadcasting of Rochester Inc. for $7,359,900 cash. Seller is publicly traded, Cleveland-based station group with six AM's, seven FM's and four TV's. Buyer is principally owned by Harvey Grace, and Siedman, Jackson & Fisher, Chicago-based venture capitol firm. They also have interest in KDON-AM-FM Salinas, Calif., and recently purchased WOOD-AM-FM Grand Rapids, Mich. ("For the Record," Feb. 20). Filed July 6.

■ WCNC(AM) Elizabeth City, N.C. (1240 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Albermarle Broadcasting Co. to Northeastern Carolina Communications Inc. for $281,725.80, comprising $37,500 cash and remainder note. Seller is principally owned by Joseph Lamb, who has no other broadcast interests. Buyer is owned by Harry H. Thomas (60%); his wife, Vicki (20%); his son, Harry (10%), and Martha L. McDougald (10%). Younger Thomas is station manager. Filed July 9.

■ WSIG(AM) Mt. Jackson, Va. (790 khz; 1 kw-DF)—Seeks assignment of license from Richard F. Lewis Inc. of Mt. Jackson to Shenandoah Broadcasting Corp. for $375,000 cash, including $100,000 noncompete agreement. Seller is principally owned by John P. Lewis; his brothers, David, and Howard, and his mother, Marion P. Lewis. They also own WFVA-AM-FM Fredericksburg, Va.; WINC-AM-FM Winchester, Va., and WELD(AM) Fisher, W.Va. Buyer is owned by Earl Judy (51%) and his brother, Richard (49%). They also own Commonwealth Cablevision Corp., operator of cable system in Luray, Va. Earl also owns WFGM(FM) Fairmont, Va. Filed July 6.

Facilities Changes

Applications

AM's

Tendered

■ WLEW (1340 khz) Bad Axe, Mich.—Seeks CP to increase night power to 1 kw. App. July 11.

■ WTOB (1380 khz) Winston-Salem, N.C.—Seeks CP to increase day power to 5 kw; change night power to 2.5 kw; change TL, and make changes in ant. sys. App. July 11.

■ WAEB (790 khz) Allentown, Pa.—Seeks CP to increase night power to 5 kw and make changes in ant. sys. App. July 11.

Accepted

■ WANS (1280 khz) Anderson, S.C.—Seeks mod. of lic. to change SL and operate transmitter by remote control. App. July 13.

■ WSNW (1150 khz) Seneca, S.C.—Seeks CP to make changes in ant. sys. App. July 12.

■ WIKV (870 khz) Colonial Heights, Tenn.—Seeks MP to make changes in ant. sys. App. July 13.

Summary of broadcasting as of June 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,749	170	4,919
Commercial FM	3,610	418	4,028
Educational FM	1,153	173	1,326
Total Radio	9,512	761	10,273
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	357	252	609
Educational VHF TV	112	2	114
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	196	74	270
UHF LPTV	87	136	223
Total LPTV	283	210	493
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ KAPE (1480 khz) San Antonio, Tex.—Seeks MP to make changes in ant. sys. App. July 12.

■ WRIS (1410 khz) Roanoke, Va.—Seeks CP to make changes in ant. sys. App. July 13.

FM's

Tendered

■ KHLS (96.1 mhz) Blytheville, Ark.—Seeks CP to change freq. to 96.3 mhz. App. July 13.

■ *WMUC-FM (88.1 mhz) College Park, Md.—Seeks CP to change freq. to 87.9 mhz. App. July 16.

■ WAXC (92.1 mhz) Wapakoneta, Ohio—Seeks CP to change TL; change HAAT to 328 ft., and make changes in ant. sys. App. July 13.

■ WQKY (99.3 mhz) Emporium, Pa.—Seeks CP to change TL; change ERP to 3.0 kw, and make changes in ant. sys. App. July 16.

■ WMEV (93.9 mhz) Marion, Va.—Seeks CP to change ERP to 100 kw; change HAAT to 1,547 ft., and make changes in ant. sys. App. July 16.

■ WJLM (93.5 mhz) Salem, Va.—Seeks CP to change HAAT to 97.39 ft. App. July 16.

Accepted

■ KJLH (102.3 mhz) Compton, Calif.—Seeks CP to change TL; change ERP to 2.88 kw, and change HAAT to 388 ft. App. July 12.

■ WRMF (97.9 mhz) Palm Beach, Fla.—Seeks CP to change TL; change HAAT to 1,350 ft., and make changes in ant. sys. App. July 11.

■ WRUL (97.3 mhz) Carmi, Ill.—Seeks CP to change HAAT to 492.5 ft. App. July 13.

■ WITT (93.5 mhz) Tuscola, Ill.—Seeks CP to change TL; change ERP to 3.0 kw, and change HAAT to 300 ft. App. July 11.

■ KHAZ (99.5 mhz) Hays, Kan.—Seeks CP to change TL; change ERP to 96.607 kw, and change HAAT to 616 ft. App. July 12.

■ *WBPV (90.1 mhz) Charlton, Mass.—Seeks CP to change ERP to 100 kw and change HAAT to 390 ft. App. July 12.

■ KSNM (98.7 mhz) Truth or Consequence, N.M.—Seeks CP to change SL. App. July 11.

■ WUWU (107.7 mhz) Wethersfie'd, N.Y.—Seeks CP to change ERP to 11.5 kw. App. July 11.

TV's

Accepted

■ KASK-TV (ch. 48) Las Cruces, N.M.—Seeks MP to change ERP to vis. 80 kw, aur. 8 kw; change HAAT to 120 ft., and change TL. App. July 13.

■ KBJH (ch. 47) Tulsa, Okla.—Seeks MP to change ERP to vis. 1,666 kw, aur. 166.6 kw; change HAAT to 1,513 ft. App. July 11.

■ WKRW-TV (ch. 55) Kenosha, Wis.—Seeks MP to change ERP to vis. 121 kw, aur. 21.2 kw. App. July 12.

■ WJJA (ch. 49) Racine, Wis.—Seeks MP to change ERP to vis. 2,618.2 kw, aur. 261.82 kw; change HAAT to 526.4 ft., and change TL. App. July 12.

Grants

AM's

■ KSAI (936 khz) Marianas Islands, C.M.—Granted app. to make changes in ant. sys. and change TL. Action June 29.

■ KRXN (1150 khz) Englewood, Colo.—Granted app. to change SL. Action June 26.

■ WCOG (1320 khz) Greensboro, N.C.—Granted app. to change SL and operate transmitter by remote control. Action June 29.

■ KTEK (1110 khz) Alvin, Tex.—Granted app. to change SL and operate transmitter by remote control. Action July 2.

■ WURL (760 khz) Moody, Ala.—Granted app. to change TL. Action July 3.

■ KKAI (1310 khz) Honolulu—Granted app. to reduce power of facilities. Action July 3.

FM's

■ KENY (101.7 mhz) Soldotna, Alaska—Dismissed app. to change TL and change HAAT to 266 ft. Action June 29.

■ *KRBD (105.9 mhz) Ketchikan, Ark.—Granted app. to